

COMMUNICATION PLAN FOR THE TRIBAL INFORMATION SHARING WHITE PAPER

This document provides communication guidance for the public release of the white paper entitled *Principles and Recommendations for Advancing Justice and Public Safety Information Sharing in Indian Country* which will tentatively take place on Tuesday, May 28, 2013.

Key Departments/Agencies

Program Manager, Information Sharing Environment (PM-ISE)
Office of the Director of National Intelligence (ODNI)
Department of Justice (DOJ)
Department of Justice's Office of Tribal Justice (OTJ)
Department of Justice's Office of Justice Programs (OJP)
Department of Homeland Security (DHS)
Department of Interior (DOI)
Bureau of Indian Affairs (BIA)
Federal Bureau of Investigation (FBI)
National Counterterrorism Center (NCTC)

Key Associations

International Association for Chiefs of Police (IACP)

Key Activities

- PM-ISE will officially release the white paper and post the PDF version to www.ise.gov on TBD Date in May, 2013. It will be released online only and there will be no hard copies.
- PM-ISE will publish a blog post on the day of release announcing the paper and include a link in an email blast that week.
- All relevant communications and public affairs offices at the Key Departments, Agencies, and Associations listed above should promote the paper on their website and social media as described below in the mission partner promotion section.

Overall Communications Objectives

1. Describe to key stakeholders and the public why the paper was written and its importance to responsible information sharing, national security, and law enforcement in Indian Country.
2. Emphasize we must do everything in our power to protect the security and safety of the American people including those in Indian Country, which requires treating information as a national asset and including tribes in info sharing policies and procedures.
3. Underscore that while we face a range of evolving threats, this white paper helps position the nation to better meet these challenges by including Indian Country.
4. Request feedback, comments, and support on the paper's principles and recommendations from all levels of government and the private sector.

Background and Talking Points

- The Tribal Information Sharing Working Group (TISW) led by Joe La Porte, Senior Tribal Advisor at PM-ISE, has written a white paper to build a case for strengthening inclusion of tribes in a national policy on information sharing.
- The TISW includes members from PM-ISE, DOI, BIA, DOJ, OTJ, OJP, NCTC, FBI, DHS, and IACP.
- The purpose of this white paper is to address why tribal law enforcement and tribes should be included in a national policy on information sharing and to build a business case for tribal inclusion in that policy.
- With the Tribal Law and Order Act (TLOA) as a foundation, this paper seeks to build upon the directives, initiatives, and remaining challenges to strengthening the security of our country through institutional change, with a particular focus on improved information sharing with law enforcement agencies in Indian Country.
- The paper reviews current challenges, opportunities, and structures that currently exist in Indian country.
- The paper addresses what a potential national policy on tribal information could look like and what it might contain.
- This paper is part of an effort to strengthen inclusion of Tribal law enforcement in the federal or national policy on information sharing.
- This paper provides a set of principles and recommendations for improving responsible information sharing with tribal law enforcement agencies, and identifies areas in which key stakeholders can help achieve the goal of full tribal inclusion in all information sharing and safeguarding policies.
- The objective is not to create an information sharing policy tailored for Indian Country, but to ensure that Indian Country is always included in any national-level policy planning in the future.
- The TISW urges leaders and policymakers at all levels to carefully consider and eventually institute the principals and recommendations outlined in this paper in an effort to improve responsible information sharing in Indian Country and to promote justice and the protection of public safety for all in our country.

GOALS

The key communications objectives from a PM-ISE perspective are to:

1. Reinforce the importance of Indian Country with PM-ISE stakeholders.
2. Demonstrate how the office of the PM-ISE is on the forefront of identifying and addressing information sharing challenges in Indian Country.
3. Draw attention to issues and start a more serious dialogue about potential solutions and possible ways forward.
4. Gain attention and support for our efforts to improve information sharing in Indian Country.
5. Work with our mission partners to get policymakers on board and obtain support for the principles and recommendations in the paper.
6. Demonstrate the importance of PM-ISE working with federal partners who have oversight and/or programs that directly engage with and support Indian Country.

PRODUCTION TIMELINE

- April 12, 2013 – Send final draft of paper to ODNI Pre-Pub for review and approval
- April 15, 2013 – Final Draft of Paper Due (No More Changes)
- April 19, 2013 – Include Tribal White Paper in ISA IPC Summary of Conclusions (SOC)
- May 2, 2013 – Department/Agency-wide comments due from ISA IPC Members
- May 6-8 – Reconcile comments/edits from ISA IPC Members
- May 10, 2013 – Send updated paper and comms plan to White House, NSS, EOP, and OMB
- May 13, 2013 – Send updated paper and comms plan to DNI PAO and IACP Public Affairs
- May 14, 2013 – Set up/schedule additional outreach meetings
- May 15, 2013 – Start outreach to media about potential press articles and coverage
- May 24, 2013 – Finalize paper and insert PM's electronic signature
- May 28, 2013 – Official Release of White Paper (PDF/electronic version only – no hard copy)

RELEASE AND PROMOTION SCHEDULE

Release Day:

- Post Blog from PM and/or Joe LaPorte linking to Paper
- Add White Paper to the Rotating Web Banner on ISE.gov
- Tweet 3-5 Unique Messages (2 on the release day, followed by 3 more the rest of the business week)
- Email Blast to ISE.gov subscribers
- Post Announcements on Facebook and LinkedIn

Release Week:

- Send emails to partner associations and agencies with link to paper and attachment
- Post additional announcements on Facebook and LinkedIn
- Reach out to John Hopkins University, George Washington University Homeland Security Police Institute, and other academic institutions for potential posting of paper
- Participate in other outreach meetings as needed

Post Release Week:

- Respond to press inquiries as needed with guidance from ODNI-PAO
- Respond to all messages, comments, emails, etc.
- Release follow up or guest blog post in 3 weeks

MISSION PARTNER PROMOTION

We request that all members of the Tribal Information Sharing Working Group and other interagency partners in coordinate with their respective communications or public affairs office promote the paper during the release week in any of the following ways:

- Post white paper on your agency/organization website where appropriate
- Write and post a blog about the white paper on your agency/organization website
- Submit a blog post on the PM-ISE website as a guest blogger
- Promote the paper on social media including Twitter, Facebook, and LinkedIn
- Include a link to the paper in any email blasts or e-newsletters
- Discuss/mention the paper at relevant meetings and events you participate in

Please keep us posted on your promotion plans so we can track the coverage and response, and provide support where needed.

OUTREACH MEETING SCHEDULE

April 11, 2013 – Present pre-release paper at DOJ's GLOBAL Meeting

April 11, 2013 – DNI notified of paper via email

April 12, 2013 – Paper presented at ODNI Senior Staff Meeting

April 12, 2013 – Share pre-release paper with CICC (Tentative)

April 17, 2013 – Paper presented at April ISA IPC Meeting

May 22, 2013 – Meeting with Assistant Secretary for Indian Affairs at DOI

June 5, 2013 – Meeting with DNI

TBD Date – Follow up Meeting with House Homeland Security Committee Staff (Tentative)

KEY STAKEHOLDERS/TARGETS

- Members of the Tribal Information Sharing Working Group (TISW)
- The White House / The Executive Branch
- Information Sharing and Access Interagency Policy Committee (ISA IPC)
- The White House National Security Staff
- ODNI
- DOJ's GLOBAL
- CICC
- National Fusion Center Association (NFCA)
- Bureau of Justice Assistance (BJA)
- Office of Community Oriented Policing Services (COPS)
- Other Associations and Groups to be identified
- Tribal leadership
- The law enforcement community at all levels
- The Intel Community
- Congress
- The public
- National Sheriff's Association
- Major City Chiefs Association
- Major County Sheriff's Association
- National Governor's Association
- Society of American Indian Government Employees (SAIGE)
- National Congress of American Indians (NCAI)

CONGRESSIONAL BRIEFINGS

Kshemendra Paul, Program Manager, Information Sharing Environment and Joe LaPorte, Senior Tribal Advisor, are available to brief key congressional stakeholders, as needed. Plan to schedule follow up meeting with House Homeland Security Staff. The office of the PM-ISE will work with ODNI OLA to arrange potential briefings and meetings.

PRESS/MEDIA OUTREACH

PM-ISE will work with ODNI-PAO to handle all press inquiries. PM-ISE will handle those questions about the paper in general and PM-ISE's role. We will refer questions specific to partner agencies to the partner agency's Public Affairs office and Tribal Working Group member. Interviews with other department and agency officials will be coordinated as needed.

Pitches for potential interviews or media coverage will be sent to the following publications:

- Indian Country Today
- The Police Chief Magazine
- Homeland Security Today
- Others to be determined

CALL TO ACTION

The Tribal Information Sharing Working Group hopes to garner help, involvement, and support through a variety of methods, including the following:

- Comments posted on websites, blogs, email, or Twitter
- Formal letters of support for this initiative addressed to the TISW
- Partnerships and collaborations to help implement the recommendations put forward in this paper
- Contacting PM-ISE by email at outreach@ise.gov or through the website at www.ise.gov

NEXT STEPS AND IMPLEMENTATION

Tentative pending approval and further discussions with DOI:

After the public release of the paper, PM-ISE will work initially with DOI on a proposed transition of work and implementation plan for taking action on the proposed recommendations. In addition, we see DOI in a future leadership/ownership role of the resulting actions from the white paper. DOI will be the agency that we envision taking on a leadership role on the implementation, way forward, and next steps. DOI and BIA will be in a position to lead this initiative after the release of the paper, with the continued support and involvement of PM-ISE, and other members of the tribal information sharing work group as needed.

POSSIBLE AMPLIFYING EVENTS

- **2013 Global Advisory Committee (GAC) Meeting**
April 10-11, 2013
Arlington, VA
- **Association of State Criminal Investigative Agencies (ASCIA) Spring Conference**
May 5-8, 2013
Nashville, Tennessee
- **Tribal Justice Committee of the U.S. and Eastern Tribes Semi-Annual Meeting**
May 14-16, 2013
Seneca Nation, NY
- **Law Enforcement Information Management (LEIM) Conference and Exposition**
May 21 – 23
Scottsdale, Arizona
- **Criminal Justice Information Services (CJIS) Advisory Policy Board (APB) Meeting**
June 3-7, 2013
Portsmouth, VA
- **10th Annual SAIGE National Training Program**
June 3 - 7, 2013
Spokane, WA
- **2013 National Sheriffs' Association (NSA) Annual Conference**
June 20-26, 2013
Charlotte, NC
- **2013 National Criminal Justice Association National Forum**
August 4-6, 2013
Chicago, IL
- **2013 IACP 120th Annual Conference and Exposition**
October 19-23
Philadelphia, PA

COMMUNICATIONS CONTACT

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